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AUTHOR Shermis, Michael
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ABSTRACT

Addressing the needs of students who choose careers in business, this annotated bibliography contains 30 references of articles and papers in the ERIC database dealing with ethics in business. Sources cited in the first section, "Business Instruction," deal with teaching ethics in business communication, business literature, and other areas of the business education curriculum. Sources in the second section, "The Relationship of Business and Higher Education," address such concerns as universities' role in commercial activities and industry-sponsored research, their investments in South Africa, and student-sponsored commercial enterprises. The last section, "Big Business," contains citations on values and codes of ethics in the corporate world. (MS)

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Business Ethics

by Michael Shermis

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Increasingly, people are worried about the ethical standards of those choosing a career in business. Are students being assisted to recognize ethical dilemmas and to make wise choices? Do students even see a need for ethical instruction? A search of the ERIC database provides information on these and other questions concerning the role of ethics in business and business education.

This *FAST Bib* has been divided into three sections. Sources cited in the first, "Business Instruction," deal with teaching ethics in business communication, business literature, and other areas of the business education curriculum. Sources in the second section, "The Relationship of Business and Higher Education," address such concerns as universities' role in commercial activities and industry-sponsored research, their investments in South Africa, and student-sponsored commercial enterprises. The last section, "Big Business," contains citations on values and codes of ethics in the corporate world.

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Business Instruction

Ardoin, Birthney. "The Teaching of Ethics in Advertising Curricula: An Analysis of ACEJMC Accredited and Non-Accredited Programs and Programs in Business Administration." Paper presented at the 66th Annual Meeting of the Association for Education in Journalism and Mass Communication, 1983. 10 p. [ED 232 162]

Surveys 90 college advertising programs for answers to questions asked by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) about the teaching of ethics. Finds that the accredited programs preferred teaching ethics in all courses, while departments of advertising tended toward offering a separate course. Ethics was considered to be an important subject that was covered seriously by the majority of responding programs.

Baron, Philip; and others. "Business Students' Perceptions of Corporate Ethical Behavior." 1984. 20 p. [ED 247 861]

Examines the contention that the education of business managers should include courses in business and society because such courses would heighten student perceptions of the ethical and social dimensions of managerial decisions.

Budner, Howard R. "Ethical Orientation of Marketing Students," *Delta Pi Epsilon Journal*, v29 n3 p91-98 Sum 1987.

Examines the level of acceptance of questionable marketing practices by marketing students, instructors, and practitioners. Finds that ethical orientation may be dependent on situational perspectives, proximity to business practice, years of experience, and gender.

Diminnie, Carol. "Should Business Ethics be a Required Course in the MBA Curriculum?" Paper presented at the 10th Annual Meeting of the Eastern Economic Association, 1984. 11p. [ED 253 492; paper copy not available from EDRS]

Reviews arguments for and against including business ethics courses in the Master of Business Administration (MBA) curriculum. Concludes that few of the arguments against teaching ethics are valid, but none of the arguments for the subject are strong enough to warrant requiring such courses.

Golen, Steven; and others. "How to Teach Ethics in a Basic Business Communication Class—Committee Report of the 1983 Teaching Methodology and Concepts Committee, Subcommittee 1," *Journal of Business Communication*, v22 n1 p75-83 Win 1985.

Includes theory and principles, basic guidelines, suggested teaching unit, classroom activities, annotated list of films, and a bibliography.

Golen, Steven P., ed.; and others. *Methods of Teaching Selected Topics in Business Communication.* Association for Business Communication, Urbana, IL, 1986. 105 p. [ED 278 068]

Offers a "how to" approach to various topics (including ethics) in business communication for teachers of business communication.

Halpern, Jeanne W. "Babbitt's Brothers & Sisters: Raising Ethical Issues in Business Literature." Paper presented at the 37th Annual Meeting of the Conference on College Composition and Communication, 1986. 13 p. [ED 276 033]

Suggests a college-level course in business literature is an ideal place to raise and discuss ethical issues. Recommends that a teacher of this course must engage student interest, help the students articulate and understand their own ethical attitudes, clarify the stance and artistry of the author, and refine student responses to ethical questions.

CS506522

Krohn, Franklin B. "A General Semantics Approach to Teaching Business Ethics," *Journal of Business Communication*, v22 n3 p59-66 Sum 1985.

Proposes general semantics as the ideal means of teaching a process-oriented analysis of ethical standards. Discusses general semantics principles and their applicability in teaching business ethics.

Lee, Chris. "Ethics Training: Facing the Tough Questions," *Training*, v23 n3 p30-33, 38-41 Mar 1986.

Discusses various aspects of ethics in business: recent trends in business, definitions of ethics, ways of applying the Golden Rule, management's role, educating people to think about ethics differently, beyond ethics training, making standards clear and sticking to them, and the belief that people want to do the right thing.

Martinsons, Barbara, ed. "A Discourse on Ethics and the Corporate Workplace: Can Ethics Be Taught? Working Paper 2." Transcripts from a seminar held by the Corporate Council on the Liberal Arts, in affiliation with the Center for Advanced Study in Education of the Graduate School and University Center of the City University of New York, 1987. 40 p. [ED 291 267]

Discusses the relationship between liberal education and careers in business and covers a seminar discussing ethics and the teaching of morality.

Napier, Deedee. *Work Attitudes and Human Relations in Business. Instructor's Guide.* Instructional Materials Lab, Missouri University, Columbia, MO, 1987. 172 p. [ED 287 070; paper copy not available from EDRS]

Developed for the purpose of providing educators with current, meaningful instructional materials to guide students' personal discovery and development of affective skills vital to both work and life success, this curriculum guide discusses attitudes, ethics, safety, and the work future; getting to know yourself; self-management skills; and efficiency for greater productivity.

Owens, James. "Business Ethics in the College Classroom," *Journal of Business Education*, v58 n7 p258-62 Apr 1983.

Discusses the development of the interest in business ethics as a regular part of the business education curriculum. Indicates that ethics is an essential issue today because of information technology and changes in the socio-political environment.

Rentz, Kathryn C.; Debs, Mary Beth. "Language and Corporate Values: Teaching Ethics in Business Writing Courses," *Journal of Business Communication*, v24 n3 p37-48 Sum 1987.

Argues that standard approaches to ethics in business writing do not adequately stress the inescapable power of language to perpetuate certain values. Claims that, as prospective writers within professions and organizations, students need to learn about this power in order to use and respond to it responsibly.

Ruggiero, Vincent Ryan. "Teaching Thinking Skills and Ethics in Business Communication." Paper presented at the 37th Annual Meeting of the Conference on College Composition and Communication, 1986. 12 p. [ED 269 821]

Contends that thinking skills and ethical judgment are needed in all areas of business, and instruction in these areas should be included in business communication courses. Argues that business communication textbooks should provide the explanatory and exercise materials required to teach thinking skills and ethical judgment, but seldom do. Suggests that instructors who wish to include such instruction will have to develop their own supplemental materials and offers approaches for instructors to follow. Includes a list of thinking skills and ethics objectives adapted for business communication.

Scott, James Calvert. "Moral and Ethical Education in Basic Business," *Business Education Forum*, v41 n1 p28-30 Oct 1986.

Discusses the teaching of moral and ethical education to business students. Topics include: (1) Who should teach morals and ethics? (2) How should it be taught? and (3) Will it make a difference?

Tom, Gail; Borin, Norm. "Cheating in Academe," *Journal of Education for Business*, v63 n4 p153-57 Jan 1988.

Surveys marketing students and faculty members on their attitudes toward cheating behaviors. Finds that 49% of the students stated that they had cheated at school and that there is an inverse relationship between the frequency of the occurrence of cheating and the person's judgment as to the seriousness of the cheating behavior.

Wells, Rita L. "Marketing in Adult Education. A Critical Review of Literature." 1987. 24 p. [ED 289 046]

Debates the ethics of marketing educational programs. Presents the difference between the potential negative impacts of big business and high-pressure advertising in education versus marketing as an acceptable process that attempts to establish mutually satisfying exchange relationships between those who provide and need services. Covers the literature devoted to market segmentation, in which the aggressive marketing style is contrasted to more balanced approaches to marketing.

The Relationship of Business and Higher Education

David, Edward E., Jr. "The University-Academic Connection in Research: Corporate Purposes and Social Responsibilities," *Journal of the Society of Research Administrators*, v14 n2 p5-12 Fall 1982.

Describes the growth of industry-supported research in universities and debates ethical issues and the role of universities in commercial activities. Discusses industrial objectives, a comparison of some specific agreements, and desirable directions for industry support of university research.

Goldman, Alan H. "Ethical Issues in Proprietary Restrictions on Research Results," *Science, Technology, & Human Values*, v12 n1 p22-30 Win 1987.

Considers the value issues raised by the commercial ties formed between university scientists and commercial corporations. Presents arguments for and against patenting the results of university research. Compares cases involving an independent inventor, groups of industrial researchers, and university researchers.

Mezack, Michael. "Ethics in Continuing Education: A Modest Proposal," *Community Services Catalyst*, v17 n4 p23-24 Fall 1987.

Expresses concern about quality control in workshops, seminars, and other educational offerings of profit-making organizations. Admonishes colleges to verify the academic excellence of these programs before entering into an alliance with their sponsors.

Payton, Robert L. "Tainted Money: The Ethics and Rhetoric of Divestment," *AGB Reports*, v30 n1 p8-16 Jan-Feb 1988.

Examines moral and economic issues relating to college withdrawal of investments in South Africa, using the experiences of Harvard University and Exxon stock for illustration.

Pifer, Alan. "Beyond Divestment: The Moral University," *AGB Reports*, v28 n5 p24-32 Sep-Oct 1986.

Discusses issues relating to university divestment of stock in American corporations doing business in South Africa, in protest of apartheid, in light of the American experience with discrimination. Examines divestment options.

Raywid, Mary Anne. "Some Moral Dimensions of Administrative Theory and Practice," *Issues in Education*, v4 n2 p151-66 Fall 1986.

Examines management approaches in ethical terms, arriving at numerous criteria applicable to educational administration. Discus-

ses scientific management, morally neutral concepts, hyper-rationalization, tightening of controls, and the business/industry model as having eclipsed or confused the moral dimensions of education. Calls for enlarged moral sensitivity and responsiveness.

Stein, Ronald H.; Baron, Robert F. "One Area of Conflict between Public Higher Education and Private Businesses: Student Commercial Enterprises," *NASPA Journal*, v21 n1 p17-22 Sum 1983.

Reviews the conflict over student-sponsored commercial enterprises on legal and philosophical bases, illustrated by several court cases. Considers nonjudicial challenges to such activities and proposes guidelines colleges can follow to minimize conflict.

Big Business

Cavanagh, Gerald. "The Ethics of Free Enterprise: Growth and Decline in the U.S.," *Secretary*, v47 n6 p19-20 Jun-Jul 1987.

Discusses new values and codes of ethics emerging in the corporate world. Suggests the secretary's role as a gatekeeper.

Koten, John A. "Moving toward Higher Standards for American Business," *Public Relations Review*, v12 n3 p3-11 Fall 1986.

Argues that A. W. Page's six principles of corporate behavior, which were developed in the 1920s, are still valid today, and that the corporate communicator has the responsibility to raise business standards.

Lefever, Ernest W.; and others. *Scholars, Dollars, and Public Policy: New Frontiers in Corporate Giving*. Ethics and Public Policy Center, Washington, DC, 1983. 75 p. [ED 259 603; paper copy not available from EDRS]

Discusses financial contributions by American corporations that are designed to influence domestic or foreign policies. Identifies ways that business corporations can influence either general policy or particular decisions. Presents a brief history of corporate philanthropy in the United States and financial support for public policy purposes. Includes six policy guidelines to help corporations determine which public policy groups share their political philosophy, and what the relation between donor and recipient should be.

Oden, Thomas C. *Conscience and Dividends: Churches and the Multinationals*. Ethics and Public Policy Center, Washington, DC; University Press of America, Lanham, MD, 1985. 186 p. [ED 277 630; paper copy not available from EDRS]

Examines the church's economic power, its ties with the corporate world, and what kind of moral responsibility this entails.

Overstreet, Charles William. "Advertising Practitioner's Ethical Decision-Making: The Utilitarian Viewpoint." Paper presented at the 66th Annual Meeting of the Association for Education in Journalism and Mass Communication, 1983. 20 p. [ED 232 199]

Compares the decision making process of large and small advertising agencies to determine if the size of the agency, in terms of gross annual billing, had any effect on adherence to the rules set forth in the American Association of Advertising's Standards of Practice. Finds that the subjects viewed their personal ethics along rule utilitarian lines, or the concept of making decisions based on rule following, and that subjects conceptualized rule following to be more important in the area of interacting with "close-at-hand" business and social associates than with the "far away" consumer.

Stevens, George E. "Ethical Inclinations of Tomorrow's Managers: One More Time," *Journal of Business Education*, v60 n7 p291-96 Apr 1985.

Reports comparisons of the results of the ethical inclinations of present and future managers. Discusses the ethics of future executives.

ERIC Clearinghouse on Reading and Communication Skills

Indiana University
Smith Research Center
2805 East Tenth Street
Bloomington, Indiana 47408
(812) 855-5847

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